



TRCB

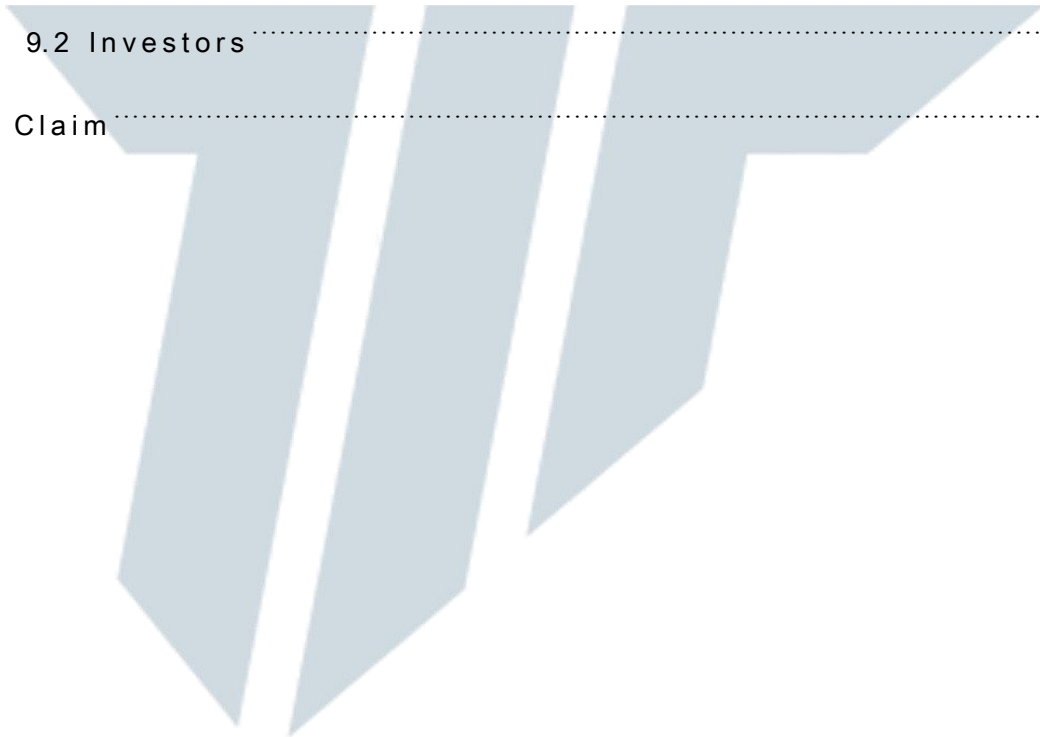
Whitepaper

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Introduction

TRCB, based on blockchain technology and Token value economy, is the first industry chain of tourism + social + finance.

TRCB gathers people who have a passion for freedom, exploration, passion, and willingness to share. With social connections and financial services, I hope that more people can understand tourism and become a tourist, and firmly support high-end tourism. Advance the people and promote the development of the global tourism industry.

TRCB Chain provides user privacy protection mechanism, identity authentication and asset protection, open and equal node trust mechanism and smart contract.

The Token value flow model established by TRCB Chain makes full use of Token's consumption attributes, dividend attributes and circulation attributes. And apply TRCB to the 8 ecological applications: international tourism, social, gaming, high-end medical, insurance, lending, wealth management and online ticket hotel reservation systems.

The Proof of Participate (POP) mechanism is an incentive mechanism based on the interaction between nodes. The purpose is to promote the development of the entire ecological chain.

DAPP, which consists of content modules, product modules, and community modules, together with the offline service matrix, forms the eco-industrial chain of TRCB. Plus VR hardware greatly enhances the visual experience, allowing you to feel the global limit without leaving home. A visual feast for sports enthusiasts.

TRCB is a distributed ecological structure that uses blockchain technology, combines social, financial and tourism, and uses tokens to convey value. A distributed structure consisting of all creators and consumer entities as nodes, a decentralized, common An economic model that creates value and shares resources.

TRCB positions itself as a leader in the global tourism industry with social ecology and financial systems, and we believe in the decentralization of the blockchain and the value of the Token value economy for the entire industry.

1 Blockchain technology and trend

Nowadays, blockchain technology is called by many large organizations as a major breakthrough technology that completely changes the way the business and the organization operate. At the same time, like cloud computing, big data, Internet of Things and other new-generation information technologies, blockchain technology is not a single information technology, but based on existing technologies, with original combinations and innovations, thus achieving previously unrealized The function.

1.1 What is a blockchain?

In 2008, Nakamoto published a groundbreaking paper, Bitcoin: A Peer-to-Peer Electronic Cash System. In a narrow sense, a blockchain is a chained data structure in which data blocks are sequentially connected in a chronological order, and cryptographically guaranteed non-tamperable and unforgeable distributed ledgers. Broadly speaking, blockchain technology uses blockchain data structures to validate and store data, use distributed node consensus algorithms to generate and update

data, and use cryptography to ensure data transmission and access security, using automated scripts. The code consists of a smart contract to program and manipulate data in a completely new distributed infrastructure and computing paradigm.

1.2 Characteristics of blockchain

Blockchain features decentralization, time series data, collective maintenance, programmability, and security.

Decentralized:

The process of verification, accounting, storage, maintenance and transmission of blockchain data is based on the distributed system structure, using pure mathematical methods rather than central institutions to establish trust relationships among distributed nodes, thus forming a decentralized Trusted distributed system.

Sequential Data:

The blockchain uses a time-stamped chained block structure to store data, adding a time dimension to the data, with great verifiability and traceability.

Collectively Maintain:

The blockchain system uses a specific economic incentive

mechanism to ensure that all nodes in the distributed system can participate in the verification process of the data block (such as the “mining” process of Bitcoin), and select a specific node to use the consensus algorithm to the new zone. The block is added to the blockchain.

Programmable:

Blockchain technology provides a flexible scripting code system that allows users to create advanced smart contracts, currency or other decentralized applications. For example, the Ethereum platform provides a Turing-complete scripting language for users to build any smart contract or transaction type that can be precisely defined.

Security and Trustworthiness:

Blockchain technology uses asymmetric cryptography to encrypt data. At the same time, it relies on the powerful computational power generated by consensus algorithms such as the workload of each node to defend against external attacks, ensure that blockchain data cannot be tampered and unforgeable, and thus has High security.

1.3 What are the problems that

blockchain is suitable for?

Decentralization: No third-party intervention is required to achieve peer-to-peer transactions and interactions.

Cannot be modified: Once the data information is written into the block, the undo can not be changed.

Open transparency: In a very short time, the block information will be copied to all the blocks in the network, and the whole network data synchronization will be realized. Each node can backtrack all the transaction information of the past parties.

Collective maintenance: In the entire Internet financial system, both the supplier of funds and the borrowers of funds can act as protectors to jointly maintain the reliability and security of the entire blockchain information.

Reliable database: It is obviously impossible to tamper with the blockchain information only by mastering 51% of the entire system. Because there are so many participants in the whole system, mastering so many nodes is extremely costly and cannot be realized. This ensures data. Integrity, authenticity and security.

2 Industry Background

2.1 Market Background

Despite the complex and volatile global economy and the continued downward pressure on the economy in recent years, it still cannot withstand the enthusiasm of the people of the world. Tourism has surpassed the global economic growth rate for the seventh consecutive year and has become the fastest growing industry economy in the world. The data shows that in 2017, the total number of global tourists (including domestic tourists and international tourists) reached 11.88 billion, the global international tourism growth rate was 7%, 1.6 times the global population; the total global tourism revenue reached 53,000. One hundred million US dollars accounted for 6.7% of global GDP. In 2017, the total number of global travel and total income growth was 6.8% and 4.3%, respectively, which was faster than manufacturing (4.2%), retail and wholesale (3.4%), agriculture, forestry and fisheries (2.6%). Financial services industry (2.5%). In January 2018, the United Nations World Tourism Organization (UNWTO) released statistics showing that the

total number of global international tourists reached 1.4 billion in 2018, an increase of nearly 6%, higher than the expected 4%–5%.

From the perspective of the global share of total tourism and total tourism revenue in 2017, the proportion of the European sector continued to decline; the share of tourism in the Americas sector declined, and the share of tourism revenue increased slightly; the Asia-Pacific sector continued to be significant. rise. According to the total number of tourists, in 2017, the proportion of tourists in the Asia-Pacific region accounted for 66.6% of the total number of people in the world, an increase of 1.6 percentage points compared with 65.0% in 2016; from 2016 to 2017, the share of the Americas sector was 16.5% fell to 15.8%, down 0.7 percentage points; the European sector fell from 15.6% to 14.9%, down 0.7 percentage points; the Middle East sector fell 0.1%, and the African sector remained unchanged. Overall, the European, American and Asia Pacific markets account for 97.3% of the total global travel.

From the perspective of global tourism revenue, from 2016 to 2017, the share of the Asia-Pacific region increased from 32.3% to 33.1%, an increase of 0.8 percentage points; the share

of the Americas sector increased from 30.7% to 30.9%, a slight increase of 0.2. The percentage of the European sector fell from 32.0% to 31.0%, a drop of 1 percentage point; the Middle East and Africa sector remained unchanged. Overall, total tourism revenues in Europe, the Americas and the Asia Pacific region account for 95.0% of the world's total.

In the long-term forecast released in 2010, UNWTO predicted that the number of international tourists will reach 1.4 billion in 2020. The main factors include strong economic growth, affordable air travel costs, new business models and more optimized visa policies.

UNWTO Secretary General Zurab Pololikashvili said: “Digitalization, new business models, more economical travel costs and social change will continue to affect tourism, so if you want to stay competitive, destinations and tourism companies need to adjust accordingly. ”

The major players in the global tourism industry include sports venues, clubs, equipment manufacturers, and tourism channel platforms. Under the encouragement of the State Council Document No. 46, the overall industrial structure of the tourism industry has been upgraded and standardized more than

a decade ago. Travel is no longer a niche, it is closely related to lifestyle and hobbies. Tourism is not only a way to exercise, but also a high-level experiential tour of “playing”, “playing” and “playing well”.

With the rapid development of the mobile Internet, the products of the tourism industry will be more standardized and structured, and will become more accessible. The difficulty of the line products will be graded, and the various measurement dimensions will be more precise. The tourism industry will also break the acquaintance economy. The limitations of the small circle have finally become standardized and experiential tourism products that are within reach of everyone. Tourism products are increasingly moving towards the masses, closely linked to the healthy consumption of the public, and gradually become mass consumer goods.

With the rapid development of the mobile Internet era, social is everywhere, and travel is no exception. Entrepreneurship around online travel is in the ascendant, and various online travel products are growing wildly. Under the dual promotion of the mobile Internet and the tourism industry, social tourism has also become a brand new tourism industry,

and more and more tourism products have been given social functions.

Travel itself has natural social attributes. Whether it's free travel, group tour or surrounding tour, travellers want to find a common point of interest or travel circle and get to know more travel partners. The core of social tourism is socialization. Tourism is just a form. Under the background of “Internet +”, the spread of tourism through social tools makes “tourism + social” extend new business value, and its development has great opportunities.

From the perspective of online travel segments, most of the major OTAs cover airfare/train tickets, online accommodation/vacation bookings, and other travel-related products and services, which have ushered in convergence. As a very low frequency industry, the integration of social elements can meet the individualized needs of user interaction sharing, improve the user's travel experience, and make the travel experience personalized, diversified and diversified. Social travel may become a new form of tourism, breaking the convergence of content and functionality, which is a new opportunity for the entire travel industry worldwide.

Finally, in recent years, more and more large enterprises have made travel finance, which undoubtedly values the vast market behind the tourism industry. According to statistics from relevant authoritative organizations, in 2015, there were 128 million outbound tourists from mainland China, close to the total population of Japan, up 9.4% year-on-year, an increase of 312.9% compared with 2005. According to the United Nations World Tourism Organization, in 2015, the number of registered international visitors reached 1.19 billion, and the proportion of mainland Chinese tourists exceeded 10%, ranking firmly in the world's major tourist destination. China's tourism spending was 104.5 billion US dollars, up 12.0% and 16.7% respectively. In the context of the global economic downturn, this number is quite shocking. Not only is the existing market optimistic, but the potential consumer market is also worth looking forward to. According to the report released by Analysys think tank, 12.6% of people have a certain financial pressure to complete a domestic tour with one year of disposable income. About 41.2% of middle- and high-income people have a one-year disposable income to complete an outbound tour. The funding pressure, the entire Chinese online

travel users in the outbound travel, as many as 40% of the population has a funding gap.

Under the contradiction between demand and capital, finance is undoubtedly the best solution. At present, all kinds of credit service companies, such as down payment and installment, which are mainly promoted by domestic tourism financial service providers, hope to meet these needs. According to data from Analysys think tank, the transaction scale of China’s Internet tourism financial market in 2014 was 1.97 billion yuan, with a penetration rate of 5.9%. By 2017, the overall penetration rate exceeded 30%. The development of the Internet tourism financial market is rapidly evident.

In addition to the huge market demand driving the outbreak of tourism financial products, the tourism finance fever is also related to the industry characteristics of the tourism industry. The tourism industry has a large amount of cash advance receipt, with the characteristics of fund precipitation and consumption, and the rational secondary allocation of funds in the industrial chain can significantly improve production efficiency. As market competition

intensifies, the current level of profitability of online travel companies continues to dilute, and the development of the financial industry can expand the profitability of online travel. In addition, online travel finance and online travel have a high degree of convergence, and online travel companies' development of financial services is conducive to improving service quality and thus enhancing user stickiness.

2.2 Market Size

(1) Number of participants:

In 2012, the total number of young people aged 6–24 in the United States reached 4.8 billion, with an average of 98.3 per person per year. The total number of adults aged 25 and over reached 7.6 billion, with an average of 81.8 per person per year. In 2013, among the 1.367 billion people in China, 60 million people traveled outdoors (4.38% of the total population). At present, China's tourism consumers are younger, with 53% of the population aged 26–40.

(2) Industry scale:

According to the statistics of the US Tourism Foundation in 2012, the US tourism industry in 2012 was 645.6 billion US

dollars, with equipment sales accounting for 20% and tourism services accounting for 80%. The overall market size of China's tourism and sports is 554.1 billion yuan, accounting for 0.88% of GDP; the overall market size of the US tourism and sports industry is 1,235 billion US dollars, accounting for 8% of GDP. Sino-US industrial structure: equipment and services account for 7:3 in China and 3:7 in the US.

(3) Audience ratio:

The participation of Chinese residents in tourism is far from sufficient compared with the United States. There are currently more than 300 million people in the United States, and the population involved in tourism is about 140 million, accounting for 49.4%. China's participation in the tourism population is only about 60 million people. Under China's huge population base, participation is only about 5%.

2.3 Target Customers

Youth crowd is the main force

According to the results of third-party surveys, the current global tourism consumer groups are mainly concentrated in the 21-40 age group, accounting for 67.1% of the survey

population; followed by the population under 20, accounting for 13.7% of the survey. It can be seen from the age distribution that the age distribution of tourism consumer groups is relatively concentrated, mostly for young people.

Rapid growth in the number of women

In terms of the sex ratio of tourism consumers, men accounted for 68.1% of the total number of surveys, and women accounted for 31.9% of the total. However, with the development of the tourism industry, more people began to pay attention to tourism, and the number of people participating in tourism worldwide increased year by year. Tourism enterprises should pay more attention to the needs of female consumers in tapping potential consumers. They should improve the functions and appearance of tourism products and the setting and service level of tourism projects to attract more female consumers.

Participants generally have higher academic qualifications

There is a significant relationship between the occupation and education of tourism consumers and the consumption status of tourism. There are more people in civil servants, institutions, business management technicians, freelancers, white-collar workers, students, and retirees. The main reasons

for these people to travel for tourism are:

1) Personal income levels are high and stable, helping them to afford the level of travel expenses;

2) Have sufficient leisure holidays, so that they have time to go out to participate in long-distance and long-term tourism;

3) Most of these groups have higher academic qualifications and a strong sense of tourism, especially those who are interested in overseas travel. Among them, junior college and undergraduate accounted for 67.33%, high school accounted for 16.34%, and high school education below only 16.33%. This shows that tourism is more likely to attract highly educated people with a certain cultural and educational background.

(1) Economic income is the key factor for users to participate in tourism

According to relevant surveys, among the people participating in tourism, personal income is 28.5% for 2000–4000 yuan, and 32.4% for 4001–6000 yuan. The monthly personal income of consumers is generally 4,000–10,000 yuan, accounting for 60.9% of the survey population, and personal monthly income of 10,000 yuan or more also reached 13.5%. It

can be seen that the personal income situation has a significant relationship with the consumption of people's tourism, and the basic situation of personal income is positively related to the proportion of tourism consumption, indicating that economic factors are the main factors restricting tourism consumption. At the same time, with the improvement of China's economic level, tourism has become the priority of middle- and high-income people. Exploring the tourism consumption potential of middle- and high-income people has become the main goal of tourism industry development.

(2) Holidays are the main stimulus

With the increase in leisure time, the demand for tourism has been greatly stimulated. In these two holidays, the proportion of participating in tourism was the highest, and the proportion of participation reached 66.8%, ranking first. Secondly, the time to participate in the tour is 60.1% of the weekend, because the time is short, and the main place of travel is the surrounding area of the city.

(3) The purpose of consumers participating in tourism is diversified

The main value orientations of people participating in

tourism are: elimination of fatigue, physical fitness (66.6%), promotion of interpersonal communication (47.5%), recreational entertainment (37.1%), and overall diversification.

3 Painpoint

3.1 Overall development of the industry lags behind

(1) Low infrastructure scale

The main components of the tourism industry are: users, travel clubs, travel goods retailers, online travel clubs (information websites), travel equipment supplies manufacturers, tourist venues, where tourism venues and travel clubs are the foundation of the entire industry chain. At present, domestic tourist sites are mainly concentrated in first-tier cities. The overall number is seriously insufficient, and the standards for venue supporting facilities are uneven. The management of tourism clubs is not in place. Most clubs only have coaches and equipment and generally lack market capacity for operation and

promotion.

(2) Product homogenization has weak development capability

At present, the types of tourism products are very single, that is, different levels of content combinations for the three dimensions of “tickets” + “coaching” + “peripheral services (accommodation, catering, etc.)”. There is basically no difference in price of different products, homogeneity is serious, there is a serious shortage of extended services, product experience is generally poor, and the industry lacks professional product development capabilities.

(3) Poor service quality and lack of standardization

The service content is relatively simple, basically staying at the low-level operation level of “backpacking, walking in the wild, eating in the open air”, the overall performance is that the cultural quality of the club personnel is poor, the service consciousness is weak, and there is not much knowledge about professional knowledge. And the mobility of personnel is relatively large, and it is not yet possible to provide customers with corresponding

service content. Therefore, the overall level of quality of service is not high. In addition, the management level of the club is relatively rough and irregular, and it can not adapt to the special requirements of different tourism groups. In addition, the training of the club is not in place, which ultimately makes it difficult to form a high-quality and stable service system.

3.2 Industry is too centralized

(1) Category isolation

Different categories of industry associations or similar organizations, such as equestrian, paragliding, golf, diving, skiing, etc., do not overlap each other, and the users they face actually have the same demand characteristics, so they tend to A lot of resources are wasted on marketing. Centralized management of industry associations is only responsible for the basic work of registration and supervision of institutions within the industry. It cannot truly mobilize resources within the industry, and it is impossible to use various categories to aggregate resources for various categories to optimize

resource allocation and isolate system resources of the entire industry. .

(2) Service isolation

Nowadays, the club's profit model generally stays in the development of members to maintain the overall operation, so members become the only competitive barriers of different clubs. However, the mobility of members themselves and the high cost competition between clubs in order to obtain membership make the management of each club difficult. The clubs and venues that are centrally operated cannot meet the needs of users for diversifying products and services, and become the service boundary that users can enjoy.

(3) Information isolation

Since the core resources of the entire industry chain are basically in the hands of the central role of clubs and venue operators, these clubs and venue operators are often operated independently. The operation of a club often covers all aspects of site construction and maintenance, product design and operation, and market promotion. Therefore, each club has become an “information island”, which is not conducive to the division and development of the entire industry chain. For

example, a ski experience product is usually developed by a sports venue or club, and then promoted in different channels. Because each channel has different coverage capabilities, the promotion cost is different, resulting in a very high product that is finally delivered to the user. The channel cost also reduces the effective revenue of product developers.

Under the centralized resource allocation scheme, it is impossible to quickly deliver updated products, services, and demand information, which greatly increases the cost of information and resource circulation.

3.3 User development difficulties

(1) The threshold of the primary user is high

Due to the weakening of industrial information and weak marketing capabilities, the needs of primary users are neglected. For example, Xiao Li wants to learn equestrian. It is difficult for him to find accurate information and services from online channels. He doesn't know where there are venues, unclear prices, don't know what equipment to prepare, don't know if he wants to ask for a coach, and it's even less clear. Which club is more suitable for him, some clubs often have to

pay high membership fees from the beginning of membership, which will become a barrier to his contact with the sport. In essence, how to solve the user's trust in information, products and services has become a core problem.

(2) Potential users are ignored

At present, the overall base of domestic tourism groups is small. Compared with developed countries, the number of our users has huge growth potential. However, due to the lag of the development of the entire industry, and the fact that most clubs are competing in the stock market (target users are often groups that have an understanding and experience basis for a certain tourism), more potential groups are ignored and there is no effective The path touches this part of the user community. If the entire industry chain wants to grow and develop, it must focus on the incremental market of potential users. Therefore, how to develop effective users and develop potential users becomes a difficult problem that plagues operators in the industry.

(3) User insight is not clear

At present, practitioners in the tourism industry generally lack user insight and market research

capabilities, and there is no product thinking based on user needs. In fact, more than 80% of the target population is a primary user, and the demand for tourism is in the experiential stage. For an abundance of primary and potential users, the attraction of tourism is cool, exciting, fresh, and fun. The motivation for them to participate is to experience, and not to reach the level of interest in going to the membership card or even receiving training. .

Moreover, if you let users actively filter products of different projects in different channels, the threshold is very high, and few users will do so. This is why a large number of potential users cannot be converted to novice users.

(4) User decision risk

Since most of the clubs are membership systems, they basically require the first to store the value after consumption. However, due to the lack of the club's own operational ability, the user's interests will suffer a lot of losses. At the same time, due to the widespread information isolation and resource monopoly, users can hardly choose the product that suits them best or the most

cost-effective. It is likely that another club is more suitable for themselves and they have already done membership in this club, so it will indirectly improve. User participation costs.

In addition, because tourism itself has certain risks, and currently there is a lack of corresponding insurance and other ancillary services on the market, coupled with uneven coaching levels and chaotic club management, once an accident occurs, it will cause serious losses to users.

(5) Frequency of participation is restricted

From the number of days of travel, the proportion of consumers who are willing to spend 1-2 days on short-term sports is 53.6%, indicating that most people are limited by time. However, the venue for tourism is basically in the periphery of the city and adjacent provinces, and the carrying capacity is limited and the overall quantity is insufficient. In addition, 17.9% of consumers choose to participate in tourism for 3-4 days. Most of these people are willing to take time out. 10.6% of participants are willing to spend more than five days to

participate in the tour. These people spend more free time and participate in tourism. It has a long time and has a special hobby for tourism.

At the same time, many sports have requirements for the objective conditions such as seasons and weather, so the frequency of participation of individual users in a single category is relatively low. Among the respondents, the average number of consumers who participated in less than one visit per month accounted for 31.7% of the surveyed population; the average number of people who participated in one trip per month was 30.8%. In other words, the average number of travel participants participating in the tour is 6-12 times per year. Issues such as time, equipment, transportation, technology, and restrictions on natural resources are all important factors that influence the low frequency of participation.

(6) User growth path is missing

For a travel participant, from the primary entry to the growth of the top players, the process requires a full range of resource matching, including site upgrades, equipment upgrades, coach upgrades, etc. However,


these conditions are currently missing or incomplete. At the same time, user needs are constantly changing as users grow. With the improvement of professionalism and skills, users began to seek channels and platforms to display their achievements and enhance their influence. Under the existing conditions, they can only choose their personal circle of friends or social homepage. The communication ability is limited and the channels are scattered. expected result.

In addition, tourism experts themselves have high-quality content generation ability and community leadership, but in the current state, they can only rely on self-built public numbers or clubs. This kind of practice is difficult to expand and will spread the people themselves. A lot of energy to do things that you are not good at is often half the battle.

(7) Loss of privacy and property protection

For personal privacy, because the user's own conditions are high-quality customers, and the club management is not in place, it is easy to cause the user's personal privacy leak to be harassed or even stolen by the

spam phone. For physical assets, if the user is using a physical membership card, once it is lost, it is likely to be fraudulently used to cause damage to the property. For virtual assets, because tourism often has a good visual expression, it will produce a large number of high-quality pictures, videos and other content. When these contents are released through traditional channels, they will often be copied and stolen to damage the owner's copyright.



4 TRCB

4.1 Initial Heart and Vision

(1) The initial heart of the project

Travel enthusiasts can find more people who share their interests in the process of travel. Everyone has more common topics and more interactive ways. For example, when traveling to a certain place together, a very sticky community is established, which is the social ecology of the TRCB. As the community of enthusiasts around the world expands, we find that there are so many wonderful places in the world that we are worth exploring, so we begin to share with each other and tell others what they have seen and heard. Social tourism was born. Later, we started not only to travel, but also to discover, experience and share all passionate things. In addition to traveling, socializing, financial services have not fallen.

TRCB gathers people who have a passion for freedom, exploration, passion and willingness to share. They hope that through social sharing, more people can understand tourism and become a tourist. Through the “tourism + social + finance”

approach, TRCB uses the blockchain as the technology to connect the eight major ecosystems of international tourism, social networking, games, high-end medical care, insurance, lending, wealth management, online airfare and hotel reservations. Tourism, for the benefit of the vast number of travelers.

(2) Vision

As a fan and beneficiary of international tourism, social tourism and tourism finance, TRCB and the majority of travel enthusiasts hope to promote a complete traveler ecology centered on TRCB. TRCB’s vision is to help international tourism, social tourism and tourism finance combine and popularize, and promote the healthy development of the global tourism industry.

4.2 Reshaping the tourism landscape

(1) Defining new tourism from the perspective of demand, creating “tourism + social + finance”

Demand comes from users, and meeting the real needs of users is the value base of an industry. With the global economic development, the trend of consumption upgrading is unstoppable, and the middle-income group with a rapidly increasing number

is the main group of consumption upgrading. Consumption is no longer simply a material demand for physical product and service experience, but also a spiritual demand for content and emotion. We believe that there are two more promising scenarios for current consumer demand upgrades: international travel, social and financial.

Tourism demand is upgraded. The main age group of the new middle-class group is young, who put forward higher requirements for the richness and experience of the types of travel products, especially international tourism. Freedom is produced because of the constraints imposed by the group tour on the traveler. Freedom is not an advanced way of travel. A big pain point for free-running users is that they don't play, especially when the user is overseas and the language is not working, it is difficult to get a good depth experience in the trip. The variety of tourism products, rich experience, and international, is very satisfying and fits the development trend of free-running products, so it will greatly enrich the segmentation of free-running products, and at the same time enhance the depth of experience of free travel.

Social needs are upgraded. The Internet breaks geographical restrictions so that people around the world can connect with each other, but it does not meet the deep needs of users at different levels. The purpose of socializing is to pass the time and the cannon. The purpose of elite socialization is spiritual satisfaction and influence. Traditional social interactions and acquaintances through online chats are no longer able to meet the needs of the new middle class, especially the elite. They are more concerned with deep interaction and experience and the efficient expansion of valuable social resources. Tourism content such as diving, skiing photos, videos, etc. naturally have strong visual appeal and can form high-quality online interactive topics. The tourism experience is also a high-quality face-to-face interactive scene, so the characteristics of the tourism itself are very suitable for the new middle-class group.

Social needs. The development of Internet travel finance has reached the present stage, and the era of leaving and leaving has arrived. If you don't have money to travel, you can pay in installments. You can manage your finances while

traveling. You can earn free residency through investment when you spend your time... The world is so big, wherever you want to go. Under the contradiction between demand and capital, finance is undoubtedly the best solution. At present, the various types of tourism financial service providers in China are mainly pushing for credit-free products such as down payment and instalment. The user groups in the tourism industry are characterized by youthfulness, and the way of consumption staging provides these young people with the possibility of early consumption. While online travel companies are better at serving users, they also increase the channels for liquidation. In addition to the huge market demand driving the outbreak of tourism financial products, the tourism finance fever is also related to the industry characteristics of the tourism industry. The tourism industry has a large amount of cash advance receipt, with the characteristics of fund precipitation and consumption, and the rational secondary allocation of funds in the industrial chain can significantly improve production efficiency.

The new tourism industry matrix created by TRCB is a service for the new middle-class group to meet the needs of “tourism

+ social + easy” .

(2) Planning a new tourism ecological chain according to value flow

Traditional industrial chains often divide different roles according to the transmission path of production materials. Therefore, people divide tourism industry into products (tourism packages, accommodation, etc.), product information platforms, content media (travel strategies, etc.), users, etc. Character. However, the problem of such division has been described in detail in the pain points of the previous article, and its root cause lies in the mismatch between the traditional production relations and the tourism industry.

We believe that the tourism industry is a highly coupled user industry, and the various roles in the industry have multiple identities and are constantly switching roles. For example, from the beginning, ordinary users will gradually upgrade their products and content into travel-oriented people who can generate content and provide services. Travelers promote and integrate the common users into a socialized nature. Club form. However, clubs are often highly dependent on site resources and

services. Site operators also form physical support for services and user operations. The main value of information platforms and content media lies in connecting venue products and services to users. Such complex role relationships are not conducive to the development of the entire industry.

TRCB, according to the direction of value flow, defines the subject that provides the venue, product, content and other resources to generate services as the Creator. The subject who needs to obtain the resources of the venue, products, content, information, users, etc. is uniformly defined as consumption. Customer (Customer), in essence, reorganized the production relations and role camps of the entire industry, and pioneered the new industry chain of “tourism + social + finance”.

4.3 Blockchain + Tourism, Creating a New Economic Model

(1) Decentralization is the inevitable choice of the new tourism industry ecology

Through the pain points of the current tourism industry, we know that centralization causes the isolation of resources such as categories, services, and information, so that each role in

the industry is in an isolated development or even a stagnant state of development. TRCB hopes to give full play to the role of each role in the industry, breaking the centralization barrier, and forming an ecological and organic whole.

In order to break the obstacles caused by centralization, we must fundamentally change the production relations between industrial roles, from chaotic competition to orderly cooperation, and the basis of cooperation is trust. How to establish trust relationship between different subjects is the key. The decentralized, non-tamperable nature of blockchain technology is an excellent solution for building trust relationships between subjects.

TRCB is an innovative tourism industry solution combining “tourism + social + finance”, an industrial ecological organic whole using blockchain technology, a distributed structure composed of all creators and consumer entities as nodes, one to go. An economic model that centralizes, creates value together, and shares resources.

(2) **Token value economy is the realization path of the “ tourism + social + finance ” three-in-one industry ecological chain**

Token is a revolutionary creation of value delivery. The traditional company system is essentially a kind of possession of the value created by employees and users. The interests of the company are inconsistent with the interests of employees and users. This inconsistency directly leads to the decrease of the efficiency of creating value and the emergence of various potential contradictions. We believe that Token naturally combines three attributes: consumption attribute, that is, you can use Token to exchange a certain product or service; dividend attribute, that is, by holding a token to obtain the benefit of Token's own value enhancement; Circulating and redeeming different interests through trading tokens. Token can link the value of the entire new tourism industry ecological chain, fully mobilize the subjective initiative of each subject (node) in the ecological chain, not only guarantee the individual interests of each holder, but also realize the ecological chain. The flow of value can also promote the continuous development

of the entire ecology. Launched by the Singapore Travelers Foundation, the TRCB project is a global traveler’s guide, centered on “tourism + social + finance”, based on blockchain technology, with international travel and social networking as a port, integrated gaming, high-end Medical, insurance, lending, wealth management, online ticket hotel reservation system, to create eight ecological applications. TRCB believes in the decentralization of blockchain and the value of the Token value economy for the entire industry. We believe that the existing tourism industry needs a leader. This guide is not the giant of the existing centralized industry structure nor will it hinder the development of the main body in any industrial chain. Instead, it will establish a consensus mechanism to ensure the center of the entire ecology. And value transfer. As a team deep in the tourism industry, the blockchain industry, the Internet travel sector, and the travel social community, we believe that TRCB is the best choice for this leader.

5 TRCB technical background

5.1 Eco-chain TRCB Chain based on blockchain technology

(1) User privacy protection mechanism

Based on the cryptographic principle of RSA asymmetric encryption, the user will get a unique public key (ID address) and set the corresponding private key (password). The user's public key is used for transactions and other purposes, and the user's personal information must be signed and modified by the user's own private key. Unless the user allows it, no node has the right to obtain the user's real information and privacy content. For example, when purchasing a diving course, the user purchases the product through the private key signature payment fee, and the service provider identifies the service object through the user's public key and establishes a contact, and the user does not need to provide the identity information when completing the service, and only needs to use the private key to the product. Sign it again to verify your identity.

(2) Identity authentication and asset protection

Based on multiple identity authentication systems including real-name authentication, mobile verification, email authentication and Authenticator, users can protect their account and property security. The user's public key is the user's ID and is also the wallet. Only the user himself or herself can sign the private key to have the operation authority. As long as the user protects his or her private key, the user no longer needs to worry about the occurrence of similar membership card loss and theft.

The user's assets include the TRCB held by the user, the products purchased by the user, the content generated by the user, etc. These assets can be verified, traced, and confirmed by the TRCB Chain no matter how they flow.

(3) Open and equal trust mechanism

All subjects in the ecological chain will join the chain as an independent node, and the nodes have equal rights and equal rights. Since the identity of a node is unique and verifiable, any behavior of any node on the chain is recorded and fully exposed, and any node can query the behavior of a node and then trust the node. For example, if the user wants to purchase a ski helmet, the user can inquire about the historical

transaction information and evaluation of the node (merchant) that sells the helmet, so the transaction information and evaluation are true and cannot be tampered with, and the user can completely judge the basis according to this.

(4) Smart Contract

Creators within the TRCB ecosystem can use smart contracts to create licenses for their own product services; any node can use smart contracts to create an unforgeable transaction, and transactions do not require third-party credit guarantees; smart contracts can guarantee the truth of the transaction Sexuality and the rights of both parties to the transaction, the entire transaction process will be automatically executed according to the trading conditions.

5.2 TRCB Economic model

Consumption attributes: Any node can use TRCB to exchange products, services and content under the ecology.

The TRCB project builds eight ecological applications of international travel, social, gaming, high-end medical, insurance, lending, wealth management and online ticket hotel reservation systems. Therefore, TRCB Pass can be used in these

eight applications.

Users can easily exchange domestic and foreign travel products with TRCB, such as a paragliding experience, or change some diving equipment, or even a three-day skiing trip to Hokkaido.

Secondly, users can participate in the social ecology, use TRCB to pay for reading travel tips, and join a quality tourism exchange group. Creators can use TRCB as a reward (like CPC) to promote their products or content, users can get the reward after viewing. Creators can use TRCB to redeem user resources (like CPM) to let more consumers see their products or content.

In addition, users can download TRCB eco-games, win TRCBs, and experience the fun of quiz games.

Users can also use TRCB to prioritize booking and pay for Eco’s high-end medical products, online flights and hotels.

Finally, TRCB can also be used to purchase travel insurance, make loans, and purchase travel-related wealth management products (such as funds for professional investment in overseas homes).

Dividend attribute: Any holder of a TRCB can enjoy the benefits of changes in the value of the TRCB itself.

Consumers can purchase and hold the TRCB through the channel to obtain the eco-rights pass; the creator can obtain the TRCB exchanged by the consumer by providing products, services, and content. Since the TRCB project has eight ecological applications for international travel, social, gaming, high-end medical, insurance, lending, wealth management and online ticket hotel reservation systems, the value of these ecological applications will be mapped to the market value of the entire project in the future.

This means that the value of TRCB itself will rise steadily and rapidly with the landing, development and rapid expansion of the eight ecological applications. Therefore, consumers will receive dividend income through the change in the value of TRCB itself.

Circulation attributes: TRCB can be circulated within the ecosystem and may also be transferred outside the platform in the future.

In the future, TRCB will complete the iteration of smart contract functions, which will support the Token generation system function, allowing creators to generate their own

independent tokens. If the platform can generate its own Token for travel project crowdfunding, Daren can generate his own Token to build his own fan economy, social economy, and create a true “tourism + social” route.

In other words, in the future, TRCB will not only be able to circulate in the eight major ecological applications of international travel, social, gaming, high-end medical, insurance, lending, wealth management and online ticket hotel reservation systems, but also expand beyond the platform to form larger applications.

5.3 TRCB Incentive system - POP consensus

Incentive purpose

The Proof of Participate (POP) mechanism is an incentive mechanism based on interaction between nodes. Since the behavior of the node is completely public and cannot be tampered with in the chain, its behavior can be used as a criterion and automatically rewarded according to the setting of the smart contract.

The purpose of incentives is to expand the number of

consumers and creators, increase the activity of consumer nodes, enhance the enthusiasm of creators and services, encourage content generation and dissemination, and promote the development of the entire ecological chain through these incentives.

Incentive method

TRCB will use a certain percentage of TRCB as an incentive fund, and set smart contracts based on incentive conditions. Eligible nodes will automatically receive reward TRCB. All contract codes are open source and subject to the supervision of all nodes.

6 DAPP

(1) Social

In the future, in TRCB’s landing service matrix DAPP, the social section will be an important cut-in port for the project. The content module is the core foundation of the social section, including various images, videos, and texts generated by the creators, as well as interactive methods such as live broadcasts, match quiz, and fan voting. The time and frequency of offline participation of consumers in offline activities

must be small and online, and consumption of content is one of the main ways for consumers to be online.

TRBC will adopt a streaming media presentation similar to today’s headlines, and recommend relevant personalized content based on the behavior of consumer nodes. Users can also choose to focus on specific content according to their preferences. Travel media can publish industry information. People can post activities and equipment assessments, and users can post Raiders travel notes. We also offer a variety of interactive methods, including but not limited to comments, likes, favorites, rewards, live broadcasts, and more. We will also support VR hardware access, allowing users to feel the visual impact of panoramic content without leaving home. The spreadability of the content itself also brings convenience to users, and more quality content helps to activate more potential user groups.

In addition, because tourism is a strong social relationship based on trust, the community is the main way to enhance the user’s stickiness, and it is also an important carrier for the entire ecological chain. We provide users with a microblog-like personal homepage, and provide group and private messages.

Features that make it easy for users to build their own social relationship chains.

(2) OTA system

TRCB will develop exclusive international travel products and online ticketing and hotel reservation systems. Users can use TRCB Pass to choose sports categories such as equestrian, skiing, diving, flying, hiking, etc., and gradually develop sports fields such as football and fencing. According to the user's needs and the logic of the conversion funnel, the tourism products are divided into three levels: experience activities, training and learning, and travel routes. The experience activities are mainly aimed at the primary users, and the participation threshold is greatly reduced from multiple dimensions such as price, distance of the venue, and supporting services. The main purpose is to cultivate consumer interest. The training is mainly aimed at users who are interested in a certain sport through the experience. Users can get the corresponding skills to achieve a better experience in a better venue. The tourist route is mainly for middle and senior users, providing them with a full range of products covering the world.

At the same time, TRBC also provides tourism equipment, air

tickets, hotels and other tourism products. TRBC welcomes more creators to join the ecological chain to provide consumers with more quality products and services.

(3) Games

The TRBC Traveler Ecology Chain will design and develop eco-small games suitable for TRBC users based on feedback from users of social products, motivating users to participate in TRBC’s ecological construction on a daily basis, in order to create a high-quality experience for users to have fun, peace of mind and comfort. .

First, DAPP can be used to standardize events/activities. Multiple clubs/sites can be used as witnesses to jointly launch events. TRCB can complete all aspects of online registration, prize distribution, live content broadcast, sponsorship title, etc., to accurately cover the target group.

In addition, develop a decentralized game quiz game. Based on the intelligent protocol of the TRCB platform, a quiz project can be initiated for international events such as equestrian and soccer, and the result of the quiz is confirmed by a plurality of witness nodes selected in advance, and the quiz reward is issued after the confirmation is completed.

(4) High-end medical DAPP

With the development of society, high-end medical care has become a new point of growth in the tourism industry in recent years. Users can download DAPP for high-end medical services, use TRBC priority experience service, have discounts, no need to queue, save time, strength, and enjoy a true one-stop high quality service.

(5) Ecological application of insurance, lending, wealth management and other financial attributes

In addition to the above DAPP applications, TRBC will also launch an ecological application with financial attributes. This application covers financial services such as insurance, lending, and wealth management. Users can use TRCB to purchase insurance, borrow money, and purchase wealth management products related to the tourism industry.

7 TRCB Value embodiment

7.1 Make queued teams shorter

On a global scale, long queues at airports are an example of pain points in travel that are widely mentioned. Given that

the industry expects a 50% increase in air travel in the next 10 years, this problem will become more prominent, including check-in and baggage check-in, security, customs, border inspection and other aspects. The seriousness of the security problem makes the security check more strict, and the long queue problem often arises. This is also a very headache for people who travel frequently.

In response to this pain point, the TRCB team developed the Traveler Digital Identification System. This system uses blockchain technology to collect and store the information needed for the identification of passengers who travel frequently in the world, and allows this information to flow seamlessly between travelers and customs staff, thus making the process of authentication It' s smooth. For passengers, this distributed accounting technology makes their information more secure and controllable; for airlines and airports, it also benefits from faster, more efficient and safer.

7.2 Make data more valuable and more valuable

Today data has become a very valuable commodity. Proper use

of data gives companies insight and competitive advantage. Travelers create a lot of data during the trip, which is very valuable to service providers, but this information is currently limited by companies such as Expedia and Orbitz that offer fast booking services. The result is an ecosystem that increases the cost of travel and the information asymmetry between travel providers.

TRCB is eliminating the intermediary part of the supply chain through an open source blockchain. Users on the blockchain have the right to collect and profit from their travel data while avoiding data being peeped and receiving tokens as compensation for sharing travel data with service providers. These tokens can be exchanged for various products and services, or directly converted into money. Travel service companies participating in this blockchain platform can obtain detailed traveler information, in addition to personalized marketing, custom travel products for travellers, or promotions based on traveler preferences. This mechanism brings together travelers and service providers to form a complete closed-loop ecosystem that brings value to all parties involved.

7.3 Subverting existing online booking models

In the Internet era, travel service aggregation companies like Expedia and Priceline have emerged, which almost monopolize online air travel product bookings. But at present, this kind of booking mode brings great costs to both travelers and airlines. Bookings on these websites are often charged a lot of fees, and these fees are getting higher and higher as industry barriers are formed. Our team is trying to challenge these giants who act as industry intermediaries based on blockchain technology.

By issuing tokens, we are trying to connect travellers and service providers directly, including airlines, hotels, tour guides, etc., and significantly reduce the cost of passengers and reduce the cost of service providers. The company saves costs for participants in the travel industry by using smart contracts and the ERC827 protocol, and because of its non-profit status, ensures that no intermediaries attach any unnecessary fees throughout the booking process.

7.4 Allow passengers to get better travel

guidance

For travelers, finding the most worthwhile highlights in a region, or identifying potentially attractive places is a very important part of a travel plan. Companies such as Lonely Planet and TripAdvisor have provided some guidance in this regard, but the lack of transparency in information and the lack of a profit model have led to many problems.

The travel experience we offer is trying to provide travelers with a service that is different from companies like Catwalk. The company has built a blockchain-based ecosystem that motivates local tour guides to provide real, measurable travel services to travellers on the platform, thereby turning local knowledge of these tour guides into income. Through the TRCB token, the traveler community and travel destination guides have built a decentralized travel agency organization where all values flow between users rather than by intermediaries in certain supply chains. Capture. Thanks to the use of blockchain technology, feedback and ordering in the system are made more reliable based on trusted content and transparent mechanisms.

7.5 makes bookings very reliable

Frequent inaccuracies or even lost hotel reservations bring a lot of stress and anxiety to the traveler’s experience. Despite these terrible experiences, travelers pay to service providers at every node of the entire supply chain.

Due to the data-invariant, distributed accounting techniques of the blockchain, we are solving the above problems through blockchain technology, reducing the loss of subscription information through the immutable general ledger recorded on the blockchain. The possibility of error and the reduction of the hierarchy between the seller and the consumer greatly enhances the passenger experience.

More importantly, technology improves the security of the system and protects the stability of the entire ecosystem. In addition to greatly improving the efficiency of the supply chain and reducing the cost of the hotel, passengers themselves benefit from lower cost booking methods.

7.6 Improve the interoperability of loyalty

In the highly competitive tourism industry, the loyalty reward business continues to develop iteratively and has been

exploring better ways of change. Until recently, due to the emergence of blockchain technology, the loyalty reward business has had new opportunities for change.

Many frequent flyers are also loyal to many airlines and hotels. However, spending points and miles means jumping between different vendors, and the experience is very poor. Worse for airlines and hotels, passengers are willing to accept better promotions from competing airlines and service providers as long as the price is right. The so-called loyalty is very weak.

Our company is trying to fundamentally change loyalty by building its blockchain-based system platform. On the company's systems, travel service providers can create their own loyalty tokens that can be exchanged not only for the rewards of a given brand, but also for real money, or even for legal currency. On the system platform, users can apply for their own tokens, which can be redeemed for rewards from different service providers, not just the company's rewards. At the same time, earn more tokens by staying active in this community. For different participating companies, the rewards achieve better data and transparency. In this ecosystem, the

satisfaction of consumers is greatly improved, which also gives the participating companies more value.



8 TRCB Application

8.1 Club member digitization

The club that enters the TRCB “creator” node can sell the membership rights. Users only need to pay the corresponding amount of TRCB with the public key to enjoy the club’s internal membership rights and preferential services. Users do not need to disclose personal information.

8.2 Travel KOL social platform content globalization reward

Travelers can launch live broadcasts (experience sharing, on-site teaching) on the TRCB social platform through the “creator” node and push the content to the target users point-to-point. Global users can use TRCB to reward KOL or redeem content subscription benefits. Or join the KOL fan circle and more.

8.3 Standardization of events/activities

Multiple clubs/sites can be used as witnesses to jointly launch events. TRCB can complete all aspects of online registration, prize distribution, live content broadcast,

sponsorship title, etc., to accurately cover the target group.

8.4 Decentralized Tournament Quiz

Based on the intelligent protocol of the TRCB platform, a quiz project can be initiated for international events such as equestrian and soccer, and the result of the quiz is confirmed by a plurality of witness nodes selected in advance, and the quiz reward is issued after the confirmation is completed.

8.5 High-end medical services

Users can use TRBC to experience high-end medical services in the application DAPP, with discounts, no need to queue, save time, strength, and enjoy a true one-stop high-quality service.

8.6 Decentralized ad serving

Advertisers such as brands/clubs can use smart protocols to deliver targeted ad-delivery (similar to circle of friends). TRCB does not charge any fees, and users can choose whether to accept delivery and the cost of delivery, so as to get the benefit of viewing the ads.

8.7 OTA

TRCB will develop exclusive international travel products

and online air ticket and hotel reservation systems. According to user needs and conversion funnel logic, tourism products will be divided into experience activities, training and learning, travel routes, users can use TRCB to book these three levels. The products provide them with a full range of products covering the world.

8.8 Ecologically related financial products

TRBC will launch a landing application covering insurance, lending, wealth management and other financial services. Users can use TRCB to purchase insurance, borrow money, and redeem the wealth management products related to the tourism industry. In addition, the creator node can initiate project crowdfunding based on the smart protocol of the TRCB platform, for example: crowdfunding mobile gym projects, etc. The crowdfunding TRCB usage path is fully disclosed and multiple signature pairs are used by selected multiple trust nodes. Accounts and funds are regulated, and all consumer nodes can participate in crowdfunding and enjoy project returns.

9 Team

9.1 Core team



With more than 12 years of experience in the travel industry, Alvin has expertise in big data analytics, data processing, predictive analytics and real-time systems. Alvin holds an MBA from Queens University’s Smith School of Business and a bachelor’s degree in computer science from Simon Fraser University.



Warren Kok has extensive experience in operations management in the field of tourism, specializing in marketing management and corporate development strategies, and has managed excellent data transmission teams in countries such as

North America, China and Japan. Warren graduated from the University of Queensland, Australia.



Dr. Medioni graduated from the University of Chicago, the Department of Computer Science at the Toyota Institute of Technology. He is a postdoctoral fellow in the Department of Computer Science at the California Institute of Technology. He has worked in the travel industry for more than 40 years and has his own unique insights into the global travel industry, primarily responsible for analyzing the entire market.



Liu Zhi has 7 years of international enterprise development experience in Tokyo. He used to be CTO of Hennessy Business Unit of Louis Vuitton Japan, CTO of Zhejiang Gold Network, and is a senior blockchain field development engineer. He is one of the earliest chain evangelists in China. Proficient in C/C++,

Java, Golang and other development languages, and V God has conducted the underlying architecture discussion of Ethereum.



Gao Tong, Ph.D., Department of Information, University of Michigan, USA, led a team at Adobe Research Institute to develop a natural language-based business data interaction system. He has published a series of papers at top international conferences and has been cited by leading research institutions such as Google, IBM, and Stanford.

9.2 Investors



NODE CAPITAL

节点资本

Node Capital is a venture capital company specializing in the blockchain industry. It is one of the earliest professional investment institutions in the world to lay out the blockchain

industry ecology. The projects covered have covered many node projects in blockchain ecosystems such as news information, digital asset trading and storage, technology development and application, including fire coins, golden finance and block radar.



Link capital has invested in well-known blockchain projects such as TENX, flow ore, Genaro Network, and lightning network. Focus on global blockchain, digital currency and internet financial services investment and cooperation.



Hot Capital

Hot Capital is a financial investment institution of BTC123, which is the world's largest digital currency and blockchain portal. With the support of strong background strength, it has

invested in many star projects and has gained rich returns and gained a good reputation in the field of capital investment.



10 Claim

1. Risk warning

Since the project contains policy risks, team risks, technical risks, and various unknown risks, buyers need to fully understand the various risks and clarify that the buyers still have the risk of investment failure.

2. Pre-sale instructions

TRCB Coin makes no warranties to the law, and TRCB will not provide refunds under any circumstances.

3. Agree to the terms

The TRCB platform clearly communicates the possible risks to the participants. Once the participants participate in the pre-sales, the participants have confirmed that they understand and recognize the terms and conditions, accept all possible risks of the platform, and bear the consequences.

4. Operating entity

The TRCB project is operated independently by the TRCB Foundation registered in Singapore.